

The United States Government Appropriated \$8,000,000

This Vast Sum is Being Spent in the Rio Grande Valley Near El Paso, Texas, Building the Great Elephant Butte Dam

Do You Wonder the People of the Rio Grande are Prosperous? Growth and Prosperity to be Seen on Every Hand. "What Shall the Harvest Be?" and who shall gather it! Why not You? Fertile Soil is Equivalent to Riches

As far back as history can be traced, we find man engaged in the cultivation of the earth, with varying success; planting grain, and such other products, common to the soil and climate as were best adapted to his uses, both for his own needs and the requirements of agricultural commerce.

First came the crude methods of scattering the seed within the soil by slow and laborious processes; later the primitive plow, made of the tree crotch, commonly known as the forked stick, and with the flight of time, aided by invention in farm implements, agriculture has been reduced to a fine art, constituting as it does, the foundation of wealth, and the bulwark of our national, social and commercial life.

Five years will work a transformation in the El Paso Valley. Ten years will work a miracle. This valley is as certain, within a quarter of a century, to be densely populated, richly productive, net worked with trolley lines and dotted with thriving small towns, as the sun is to rise tomorrow morning. The migration of homeseekers into the great southwest is now on. It is not coming in the long lines of canvas-covered wagons, as was witnessed in the years gone by in the settlement of Iowa, Nebraska, the Dakotas, Kansas and the states that lay beyond. The hardships these early pioneers endured is a matter of history. The pioneers of the Rio Grande Valley came many of them in prairie schooners. Time and the railroads have changed the mode of navigation. The homeseeker now rides on comfortable railroad trains and comes with money to buy land if suited and to develop it. The climate, soil, natural products, transportation and the markets strongly appeal to the homeseeker and farmer from the north when he arrives in the El Paso Valley, and finds, as he does, upon personal investigation, that it is all that has been represented to be and more, too. It is a well known fact that the success of a country depends on its soil. Nowhere is there a more perfect soil than that of the valley lands. There is always a reason for everything, and there is an abundant reason for the large crops that have been produced in the El Paso Valley this year. Water alone will not produce bumper crops in orchards and on ranches, unless the soil is composed of materials that will respond to irrigation and cultivation given to it by the practical irrigationist. In no country in the world is there the intensity and abundance of plant life producing elements as in the soil of the El Paso Valley. Not only is the quality the equal of any known region, but the quantity of the rich plant foods is practically inexhaustible. Having been built up from the silt carried in solution from the upland countries to the north, there is no surface and subsurface soils that represent the sum total of the fertility of the land, but it extends down for a hundred feet and all that is necessary in order to refertilize the land after the removal of a crop is the deep plowing and breaking of the land by the farmers. This soil has never been leached of its energy by the excessive rains such as fall in the mountain valleys of Colorado and the north. The rainfall is not a factor in the

agricultural industry and what does fall is immediately absorbed by the ground and there is very little erosion to carry away the plant food. Coupled with this fertility that is stored in the ground is to be considered the continuous fertilization caused by the flooding of the fields by means of the border system of irrigation in use in the valley.

The dun colored waters of the Rio Grande are anything but poetic in their appearance, but what is more important commercially, they carry ton after ton of the richest soil from the highlands and deposit it in solution on the lands of the El Paso Valley. Ditch cleanings are saved and distributed over the less productive spots in the hay fields or the orchards, it being the best fertilizer obtainable. Low places are built up by means of the settlements of the river water and unproductive places are brought up to the level and fertility of the remainder of the field by means of the rich silt. The intense dryness of the atmosphere in the El Paso Valley is another active agent in the great production of this section. This dryness causes a rapid evaporation through the stems of the forage grasses and grains. With an abundant supply of waters constantly being run onto the land by the irrigation ditches, the plants are able to carry this moisture through their systems, absorbing their plant foods and causing a luxuriant growth which enables the grower to produce many times over the ordinary yield of the rainfall farms. This supply of water can be controlled with the exactness that the electric supply of a factory is estimated, and it is in the power of the planter to produce returns that would be considered little less than wonderful to the uninitiated.

The hundreds of visitors to the National Congress held not long ago at Albuquerque were most surprised and astonished at the showing made in the exhibits of the different sections of the Rio Grande Valley, a territory supposed by many to be composed of desert and sand wastes. The Rio Grande Valley exhibit attracted more than its share of attention. The displays of fruits, grains and melons that were shown there was the magnet that attracted the crowds from the other exhibits to that of the Valley of the Rio Grande. Big, red cheeked apples were fondled as if they were animate beings, grains were measured, compared and in many instances samples were tucked away in an inside pocket for planting on some farms in a distant country. Even the canned products of the valley canning factories came in for their share of attention and were awarded a silver cup as the best quality shown. A large number of prizes, premiums, and honorary awards were made on the products exhibited and the name Rio Grande Valley appeared often in the official list of awards at the great congress.

This valley is the natural home of the alfalfa plant, which for years has been one of the standard and best paying crops in this section. The long seasons give us an advantage over those raising the crop in northern countries. An average of five crops each year are grown. It commands a good price and constant demand. Several farms

this year have yielded a net income of over 25 percent of the value of the land. Wheat yields well, producing as high as 60 bushels per acre, the average yield seldom falling below 40 bushels. Oats and barley also do well. They make excellent feed for horses and milk cows and are largely raised for that purpose. As a result of success obtained in the raising of cantaloupe this industry has established itself as one of the standard and best paying crops.

The El Paso Valley cantaloupe stands unexcelled in the markets where it commands top prices. It is in great demand in N. Y. City and daily shipments from El Paso are now being made to the Waldorf-Astoria. The soil in this valley is peculiarly adapted to the raising also of the finest quality of Bermuda onions. The onion industry gives promise of becoming one of the leading ones. Just now the cantaloupe is receiving the attention of the farmer. Tomatoes, cabbages, beans, pears and chile are raised in abundance. The canning factories in the valley handle large quantities of vegetables and afford a ready market. Truck farming has long since passed beyond the experimental stage. The El Paso Valley offers advantages that will not repeat themselves. An era of development is under way and the homeseeker should make a note of it.

Facts About El Paso, Texas

- El Paso has 35 miles of street car lines.
- El Paso has 20 miles of Bitulithic paved streets.
- El Paso city has an assessed valuation of \$30,000,000.
- El Paso has eight railroads and a \$500,000 union passenger terminal.
- El Paso has 25 mail carriers, and the postoffice receipts last year were \$108,000.
- El Paso has never had a sunstroke, a panic, or a strike that tied up any industry.
- El Paso is one of the most important ports of entry and export in the United States.
- El Paso has the best lighted business district of any city in Texas. See for yourself tonight.
- El Paso railroads handled 600,000 cars in the local yards last year and their payrolls aggregate \$3,000,000.
- El Paso will invest \$2,500,000 in new buildings this year and invest \$2,500,000 more in improvements and industries.
- El Paso has seven banks, four national and three state, with a combined capital of over \$2,000,000 and deposits of \$10,000,000.
- El Paso has \$600,000 invested in school buildings and grounds, and \$25,000 in manual training and domestic science.
- El Paso is the center of a tract of 225,000 acres of land that will be irrigated by a \$10,000,000 dam which the government is now building.
- El Paso has three steam fire engines, five combination hose and chemical wagons, one automobile combination wagon and extension ladder truck.

General Information About El Paso Valley by Writing to any of the Following:

AUSTIN & MARR, Caples Bldg., El Paso, Texas.
WM. MOELLER, Herald Bldg., El Paso, Texas.
A. P. COLES & BROS., 204 N. Oregon St., El Paso, Texas.
HATTON REALTY CO., City Nat'l. Bank Building, El Paso, Texas.
NEWMAN INVESTMENT CO., 226 Mesa Ave., El Paso, Texas.
FELIX MARTINEZ, 14 Plaza Block, El Paso, Texas.

LONE STAR LAND CO., 213 Texas St., El Paso, Texas.
MATHEWS & DYER, 117 N. Stanton St., El Paso, Texas.
PENCE BROS., 217 Texas St., El Paso, Texas.
ANDERSON-BENNETT REALTY CO., 27-28 Bassett-Edwards Block, El Paso, Texas.
D. G. HEINEMAN, 207 Mills St., El Paso, Texas.
H. L. HOWELL, Herald Building, El Paso, Texas.
MAPLE & CO., 209 1/2 Mesa Ave., El Paso, Texas.
LATTA & HAPPER, 207 Mesa Ave., El Paso, Texas.

J. R. FISK, Trust Bldg., El Paso, Texas.
CASSIDY & DAVIDSON, 211 Mills St., El Paso, Texas.
BUCHOZ & SCHUSTER, Caples Bldg., El Paso, Texas.
JOSEPHUS BOGGS, 15 Morgan Bldg., El Paso, Texas.
R. C. BAILEY LAND CO., Orndorff Bldg., 306 Mesa Ave., El Paso, Texas.
LOOMIS BROS., 202 Texas St., El Paso, Texas.
PETERMAN & LANSDEN REALTY CO., Ysleta, Texas.